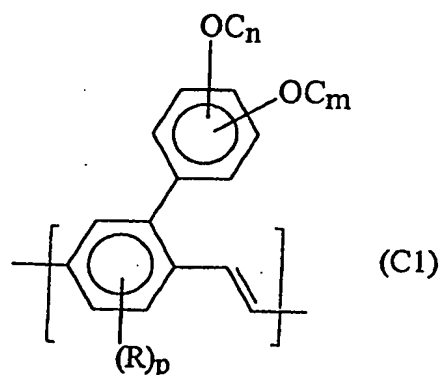


IN THE CLAIMS

Claims 1-12(canceled).

Please add new claims 13-20.

13. (New) Aryl-substituted poly-p-arylenevinylene consisting of a repeating unit of the formula (C1),



in which $-OC_m$ and $-OC_n$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN , Cl , F , CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$;

wherein R^1 is a C_1 - C_{20} alkylene group, in which one or more hydrogens are optionally substituted by F or a C_4 - C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_4 - C_{12} arylene, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^3)$ or $-N(R^3)CO-$, and where R^3 is

C₁-C₂₀ alkyl; and

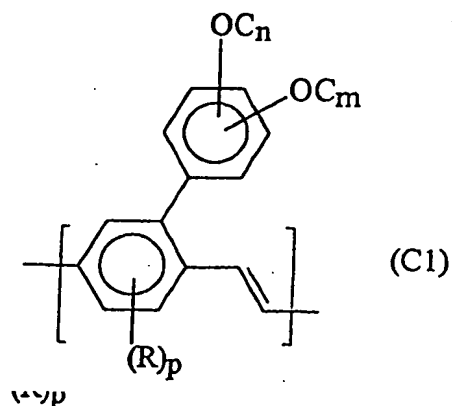
wherein R² is the same or different from R¹ and constitutes a straight-chain branched or cyclic C₁-C₂₀ alkyl group or an C₁-C₂₀ alkylene group, in which one or more hydrogens are optionally substituted by F or a C₄-C₁₂ aryl group and/or one or more non-adjacent -CH₂- units are optionally substituted by C₄-C₁₂ arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO₂-, -N(R³) or -N(R³)CO-, and where R³ is C₁-C₂₀ alkyl.

14. (New) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein m = n.

15. (New) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein -OC_m and/or -OC_n is 2-methylpropyloxy.

16. (New) Aryl-substituted poly-p-arylenevinylene as claimed in claim 15 wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

17. (New) An organic electroluminescent device comprising:
 an aryl-substituted poly-p-arylenevinylene comprising of
 a repeating unit of the formula (C1),



in which $-OC_m$ and $-OC_n$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 0, 1, 2 or 3 and in which R is CN , Cl , F , CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$, and wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic C_1-C_{20} alkyl groups or together a C_1-C_{20} alkylene group, in which in C_1-C_{20} alkyl or C_1-C_{20} alkylene groups one or more hydrogens are optionally substituted by F or a C_4-C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_4-C_{12} arylene, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^3)$ or $-N(R^3)CO-$, and where R^3 is

C₁-C₂₀ alkyl, or in which R is a C₄-C₁₂ aryl group which may or may not be substituted;

said organic electroluminescent device capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of 200 Cd/m², and at an ambient temperature of 80 °C.

18. (New) An organic electroluminescent device according to claim 17, wherein m=n.

19. (New) An organic electroluminescent device according to claim 17, wherein -OC_m and/or -OC_n is 2-methylpropyloxy.

20. (New) An organic electroluminescent device according to claim 19, wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.